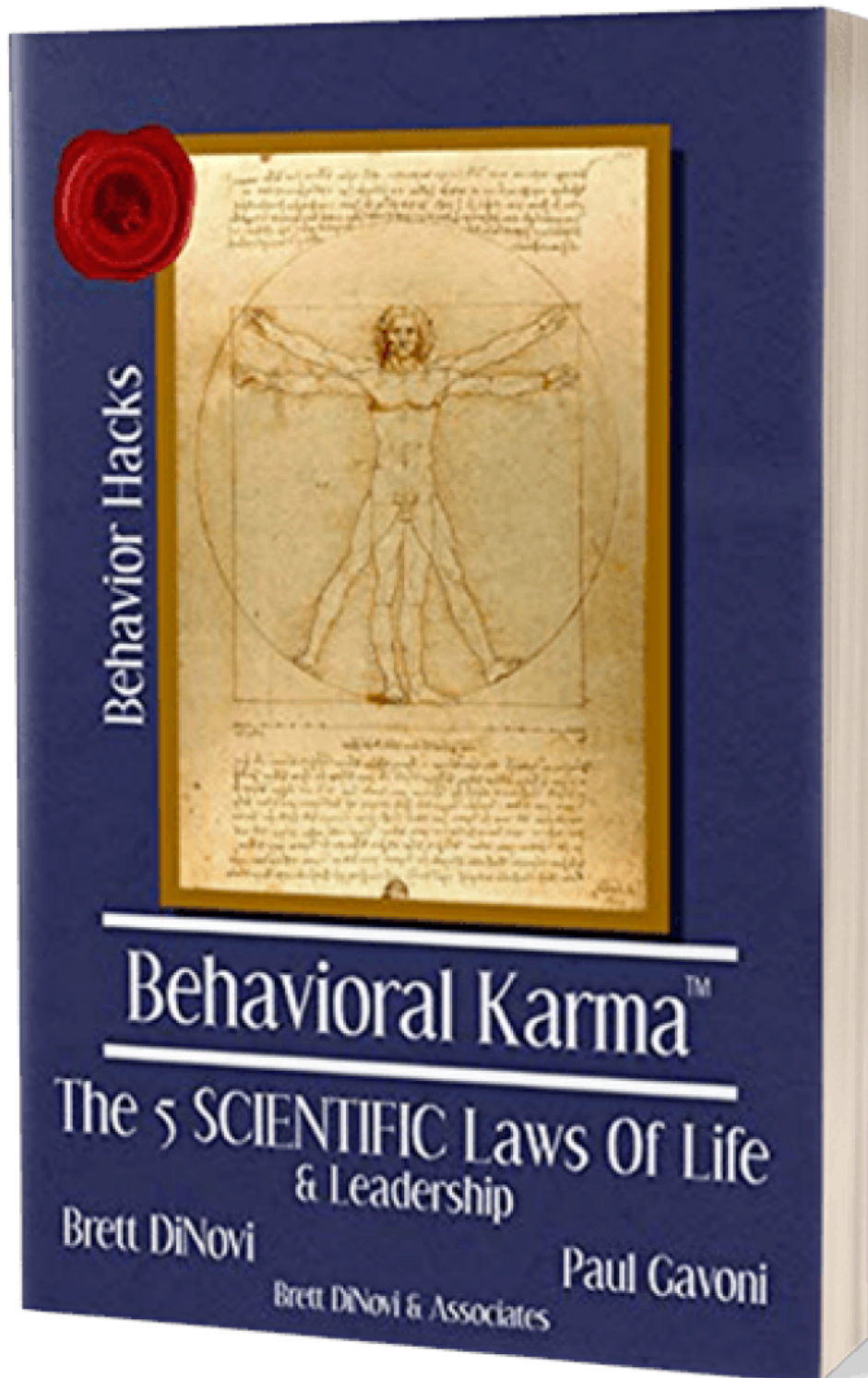


Behavioral Karma by Brett DiNovi and Dr Paul Gavoni: A book for those seeking to achieve more in 2021



San Francisco, Jan 18, 2021 ([IssueWire.com](https://www.issuewire.com)) - Brett DiNovi and Dr. Paul Gavoni of Brett DiNovi & Associates' latest self-help and leadership book, *Behavioral Karma*, is a must-read in 2021. Whether it's rising out of bankruptcy, handling a divorce, being a great parent, teaching a classroom, leading a work team, becoming a champion fighter, or building a business from scratch, the authors of Behavioral Karma have proven that 5 scientific laws can lead you to success in any area. Readers of Behavioral Karma will walk away realizing this: regardless of race, religion, gender, political affiliation, etc., those who understand the basic principles of behavior, need not be mired down by the obstacles or transgressions of the past and present because they now possess the ability to deliberately mold a valued future. Moreover, once readers understand how to unlock behavior, they will recognize that we all have the ability to unleash human potential to produce the greatest of positive outcomes and make a meaningful difference in their life and the lives of others.

The importance of behavioral science

In order to capitalize on any opportunity, something must be done differently. If one were to go through the same routine day after day, then one should not expect vastly different results. In order to achieve something different – whether it's a different result or a difference in magnitude of the result – requires behavior change. In this evidence-based book, DiNovi and Dr. Gavoni have boiled down 100 years of behavioral science into 5 simple scientific laws that can be applied by anybody to overcome obstacles and achieve success. These laws, illustrated through real-life struggles and achievements, will provide readers practical yet deep insight into the nature of their behavior, the behavior of others, and what's at the root of accomplishment. Whether a partner, parent, educator, CEO or world leader, this science of human behavior is practically revealed throughout *Behavioral Karma: The 5 Scientific Laws of Life & Leadership* can be leveraged to make a positive difference in your life and the lives of others.

Science and karma

Karma has been described as a “cosmic law” or “soul's evolution” that produces energy. While the authors are unaware of scientific evidence that supports the existence of either of these, they are aware of the laws of human behavior and science that support that thoughts, words, and actions do have a cause and effect that can trigger a ripple effect across your personal and professional life. That is, your behavior and the behavior of others produce consequences that directly impact the likelihood that you or others will engage in that behavior again. If this is productive behavior, this is good. If it's unproductive, it can be devastating. Like a simple scientific approach to mindfulness, Behavioral Karma helps people to be more aware of the link between their thoughts, feelings, actions, and the impact of these on their internal and external environments.

About the authors

Brett DiNovi is a BCBA and the CEO of the largest award-winning behavioral consulting group of its kind on the East Coast of the United States. With close to 700 employees, Brett DiNovi & Associates (BDA) deploys consultants serving NJ, NY, DE, PA, CA, ME, FL, and internationally through the use of remote video consultation. He has vast experience using behavior analytic principles to create large-scale change across school districts and businesses nationwide using the principles of organizational behavior management (OBM). He has been a consultant, university instructor, expert witness, and guest lecturer at numerous universities and conferences. DiNovi has articles published in the Journal of Applied Behavior Analysis, displaying a theoretical grasp of the field, and received numerous awards including the distinguished “Top Ranked U.S. Executives” award – highlighting his belief and practical

application in behavior analytic principles.

Dr. Paul “Paulie” Gavoni is a behavior scientist by training but has worked in education, human services, and sports for over two decades. An expert in human performance, coaching, and organizational leadership, he has served the needs of children and adults in a variety of positions including COO, Vice President, Director of School Improvement, Leadership Director, Professor, Assistant Principal, School Turnaround Manager, Clinical Coordinator, Therapist, Trainer, Coach, and Behavior Analyst. As COO at Brett DiNovi International, Dr. Gavoni is passionate about applying Applied Behavior Analysis (ABA) and Organizational Behavior Management (OBM) strategies to help establish positive and engaging environments across industries to bring out the best in people. Beyond his work in education and human services, Dr. Gavoni is also a former fighter and highly respected striking coach in combat sports. He has written extensively for online magazines such as Bloody Elbow, Scifighting, Last Word on Sports, and Bloody Elbow where his Fight Science series continues to bring behavioral science to MMA. Aside from Behavioral Karma, he has written 3 other books and has another currently in the works.

About the book

As a bestseller on Amazon with over 160 ratings and a rating score of 4.8/5.0, Behavioral Karma: 5 Scientific Laws of Life & Leadership is available in ebook, paperback, and audiobook formats. Aside from Amazon, Behavioral Karma: 5 Scientific Laws of Life & Leadership can also be purchased from other major retailers. Reviewers have praised the book for having “great info to use in your everyday life” and providing a balance of “storytelling, sharing real-life examples, and providing scientific rationale”.

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